

AUG 12 1924

©CIL 20478

✓ LILY OF THE DUST ✓

Photoplay in seven reels ✓

Directed by Dimitri Buchowetzki, ✓

✓ from a novel by Hermann Sudermann ✓

and a play by Edward Sheldon ✓✓.

Author of the Photoplay (under section 62)  
Famous Players Lasky Corporation ✓ of U.S.

*Not to be sent*  
8/13/24

Washington, D. C.

Register of Copyrights  
Washington, D. C.

AUG 12 1924

Dear Sir:

I herewith respectfully request the return of the following  
named motion picture films deposited by me for registration of  
copyright in the name of Famous Players Lasky Corporation

Lily of the Dust - 3 reels

Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation  
hereby acknowledges the receipt of two copies each of the  
motion picture films deposited and registered in the Copyright  
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Lily of the Dust	8-13-24	©CIL 20478

The return of the above copies was requested by the said  
Company, by its agent and attorney on the 13th day of  
August, 1924 and the said Fulton Brylawski for himself, and as  
the duly authorized agent and attorney of the said Company,  
hereby acknowledges the delivery to him of said copies, and  
the receipt thereof.

*W. S. Brylawski*

"Lily of the Dust" is 7 Reels—6811 Feet Long

PARAMOUNT

# PRESS

AUG 12 1924

Adolph Zukor and Jesse L. Lasky  
**POLA NEGRI**  
in  
"LILY OF THE DUST"  
A Dimitri Buchowetzki Production  
From a novel by Hermann Sudermann  
Adapted by Paul Bern  
A Paramount Picture

PURPOSE: To Help You Sell the Picture

©CIL 20478

## Pola Negri More Colorful Than Big Famous 40 Productions

### PUTTING IT OVER RIGHT

Fans got a real taste of the old Pola in Dimitri Buchowetzki's "Men". Here she is in the greatest production that director ever made. In "Men" we promised you the real Pola, the fiery, flashing Pola of "Passion". You saw her!

You'll see an even more charming, more vivacious Pola in "Lily of the Dust".

Here's a continental love-drama, produced by, perhaps, the foremost of continental directors, a man who **knows** Pola Negri—a picture made in the United States with an all-American cast of players.

In other words, here is "Lily of the Dust", with Pola as you've never seen her before.

"Lily of the Dust," like "Men," is a great woman-picture. Advertise to the women, and you'll get them all, with the men-folk tagging right after them.

Tie-ups? Any number of them!

Florist shops are the first thing to pop up—window displays of lilies with stills of the production and the title of the picture and your theatre announcement prominently displayed. Then there's some sort of a stunt with practically every article a housewife uses. "Don't be a 'Lily of the Dust'. Use.....'s cleansing powder." And other ideas along the same line.

With local electrical shops: "The.....vacuum cleaner, a regular 'Lily of the Dust'." These shops also carry electric light bulbs in the shape of a lily. Put this over in a window display.

Get them through the mails with a series of cards or letters signed 'Lily'. Also see the mail material in the last column of this page.

How about a 'clean-up week' in town. "Be a 'Lily of the Dust'."

Take a good look at the flashy herald on the next page. Rather classy, what! Looks like it might get the

### Film Facts

Star  
**POLA NEGRI**

Producer  
Dimitri Buchowetzki, who made "Peter the Great" and "Men".

Author  
Hermann Sudermann

Scenarist  
Paul Bern. He also wrote the scenario for "Men". "Lily of the Dust" is an adaptation of Sudermann's novel and the stage play by Edward Sheldon.

Cameraman  
Alvin Wyckoff

Support  
Ben Lyon, Noah Beery, Raymond Griffith, William J. Kelly, Jeanette Daudet.

Type of Story  
A rapid-fire drama of life—of love, hate and revenge.

Theme  
The story is of a woman whose fascination for men is a curse to her rather than a weapon. Caught in the kind of life where everything pushes her along the easiest way, she tries again and again to get a new foothold and start afresh. But even her affections and kindnesses spread snares for her. It seems that to this woman, alone among women, love has to be something soiled and bedraggled. Until in the end, it is revealed to her that what might have been always may still be.

Appeal  
Here we have the greatest emotional star on the screen today in one of the greatest stories of the past ten years, directed by one of her own countrymen, a man who proved by his previous production, "Men", that he knows how to get every last ounce of fire out of Pola Negri. It can't help being a big box-office bet. Produced in America with an all-American supporting cast.

Big Scenes  
Perhaps the greatest scene in the whole picture is that where



**POLA NEGRI**  
in  
**"LILY OF THE DUST"**  
A Paramount Picture  
POLA NEGRI is at her fiery best of a girl's struggle for happiness, odds, and among all kinds of men's side of an everyday story—frank, honest, forgettable.

Three-column Newspaper Advertisement

### THE CAST AND

LILY, a raging, colorful beauty, daughter of a poor widow, works as attendant in a lending library in a small town. The proprietress

Lily ..... POLA  
Lieutenant Prell. ....



AMOUNT

Anything in This Press Sheet May Be Reprinted

Adolph Zukor and Jesse L. Lasky present  
**POLA NEGRI**  
in  
**"LILY OF THE DUST"**  
A Dimitri Buchowetzki Production  
novel by Hermann Sudermann and a play by  
Edward Sheldon Adapted by Paul Bern  
A Paramount Picture

SHEET

To Help You Sell the Picture to the Public.

More Powerful Than Ever In Her  
Production, "Lily of the Dust"



Dimitri Buchowetzki  
PRODUCTION  
Presented By Adolph Zukor and Jesse L. Lasky

**NEGRI**  
in  
**"LILY OF THE DUST"**

NEGRI is at her fiery best in this drama  
a girl's struggle for happiness against heavy  
and among all kinds of men. The woman's  
an everyday story—frank, heart-winning, un-  
stable.

Advertisement 3A (Mats Only)

CAST AND STORY

Cast  
..... **POLA NEGRI**  
Striking up friendship  
with a pleasure-loving  
girl, an habituée of the  
gay cafes, Lily, no longer  
caring what becomes of

The World's Greatest  
Emotion-Actress As a  
Real Lovable Woman

Pola a Puppet of Fate in a Dynamic  
Story of a Young Girl's Struggle  
Against the World

Ben Lyon, Noah Beery, Raymond Griffith Head the Cast  
Which Plays in Support of the Star

YOU'VE seen Pola Negri as the heartless vamp—the fiery  
Pola in roles of practically every shape and color, but  
in "Lily of the Dust" you see her as a real woman, a beauti-  
ful, yet lonely one, who sees but one way to fight against life.  
The story is based on one of the greatest novels of the cen-  
tury, "The Song of Songs," translated and read by millions  
all over the world. Dimitri Buchowetzki, a countryman of  
Pola's, directed the production. He will be remembered  
as the producer of both "Men" and "Peter the Great." The  
picture was made at Hollywood with a cast of famous Ameri-  
can players.  
Ben Lyon, recently seen in "The White Moth," has the  
juvenile lead in the production. Noah Beery and Raymond  
Griffith, of whom little need be said by way of introduction,  
have roles of a more or less heavy character. With a story  
like this one and such a capable supporting cast, is it any  
wonder we say that "Lily of the Dust" is the greatest thing  
Pola has ever done? It's a contrast of wealth and social types  
which are worlds apart—the finest story offered Miss Negri  
since she first appeared on the screen, bar none. And she  
has made the most of it! You'll know we speak the truth  
when you see this one.

Material for Mailing

PARAMOUNT THEATRE  
.....192

Dear Miss Thompson:  
Poor and unable to earn a decent living, I have known adventures  
which few women have experienced. I have suffered for my folly,  
but I have found great happiness too.  
I arrive in.....on..... Watch out for me.  
Lily of the Dust.

.....192  
Dear Miss Thompson:  
"Lily of the Dust," starring Pola Negri, the world's foremost  
dramatic actress!  
It's a Paramount picture, due next.....at the.....Theatre.  
We just know you'll be there.



you the real Pola, the fiery, flashing Pola of "Passion". You saw her!

You'll see an even more charming, more vivacious Pola in "Lily of the Dust".

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"Lily of the Dust," like "Men," is a great woman-picture. Advertise to the women, and you'll get them all, with the men-folk tagging right after them.

Tie-ups? Any number of them! Florist shops are the first thing to pop up—window displays of lilies with stills of the production and the title of the picture and your theatre announcement prominently displayed. Then there's some sort of a stunt with practically every article a housewife uses. "Don't be a 'Lily of the Dust'." Use.....'s cleansing powder." And other ideas along the same line.

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Get them through the mails with a series of cards or letters signed 'Lily'. Also see the mail material in the last column of this page.

How about a 'clean-up week' in town. "Be a 'Lily of the Dust'."

Take a good look at the flashy herald on the next page. Rather classy, what! Looks like it might get the crowds. And it's colored! If it's the only thing you do in the way of putting "Lily of the Dust" over right, use heralds. They work wonders.

And what a cast Pola has playing in her support in this picture! Ben Lyon, Noah Beery, Raymond Griffith. They mean something to the fans. Use their names in your advertising. And don't let them forget that the man who made this one also made "Peter the Great".

Gowns! Pola wears some really nifty creations, in "Lily of the Dust". Here's a chance to get local modistes to come in with you and help put the picture across.

If you thought "Men" was a made-to-order picture for exploitation, wait till you start advertising this one. Pola Negri has never appeared in a role quite like the one she portrays in this picture. It's something new for her, and, consequently, something new for audiences.

If "Lily of the Dust" isn't a better picture than either "Men" or "Shadows of Paris" and if it doesn't make more money for exhibitors than both of those productions together, then we miss our guess. The dust referred to in the title is the gold dust it's bound to bring in!

Hermann Sudermann

### Scenarist

Paul Bern. He also wrote the scenario for "Men". "Lily of the Dust" is an adaptation of Sudermann's novel and the stage play by Edward Sheldon.

### Cameraman

Alvin Wyckoff

### Support

Ben Lyon, Noah Beery, Raymond Griffith, William J. Kelly, Jeanette Daudet.

### Type of Story

A rapid-fire drama of life—of love, hate and revenge.

### Theme

The story is of a woman whose fascination for men is a curse to her rather than a weapon. Caught in the kind of life where everything pushes her along the easiest way, she tries again and again to get a new foothold and start afresh. But even her affections and kindnesses spread snares for her. It seems that to this woman, alone among women, love has to be something soiled and bedraggled. Until in the end, it is revealed to her that what might have been always may still be.

### Appeal

Here we have the greatest emotional star on the screen today in one of the greatest stories of the past ten years, directed by one of her own countrymen, a man who proved by his previous production, "Men", that he knows how to get every last ounce of fire out of Pola Negri. It can't help being a big box-office bet. Produced in America with an all-American supporting cast.

### Big Scenes

Perhaps the greatest scene in the whole picture is that where Pola attempts to convince the uncle that she is fitted to become Prell's wife. Under the influence of wine, she again becomes a reckless creature of the night. Thinking she is winning over the uncle, she resorts to every mad sense of entertainment, and when it is too late realizes that she has revealed her very soul to Prell and his uncle.

The duel between Prell and the Colonel is a big thrill. Lily's (Pola Negri) love affair with Prell is the most beautiful thing in her life which has always been drab and colorless. There are colorful cafe and banquet scenes—wild house parties, etc. "Lily of the Dust" is one succession of big scenes.

The arrival on the "field of honor" of Lily who has heard of the duel, is a moment of tense drama. She reaches the place in time to find only Prell's cap and coat on the ground. She is left in an agony of doubt as to which of the men was the victim. The picture shows how hopeless is her attempt to live in a respectable way. She is branded as the divorced wife of an army officer.

The final scene between Dehnecke and Lily shows the triumph of his better nature over that which is base. The fact that he has nearly lost Lily makes him realize what she really means in his life. There follows his offer of marriage—and the climax of the finest production Pola Negri's ever been seen in.



# POLA NEGRI in "LILY OF THE DUST"



POLA NEGRI is a girl's struggle of odds, and among all sides of an everyday story—frank, her fiery best for happiness kinds of men.

Three-column Newspaper

## THE CAST

LILY, a raging, colorful beauty, daughter of a poor widow, works as attendant in a lending library in a small town. The proprietress of the library treats her badly. The woman's two daughters, natural-born flirts, taunt Lily about her innocence and inexperience with men.

There is an army camp near the town. Lily is discovered by one of the officers, and the library comes quite a rendezvous for the military men. Lily and Lieutenant Prell, a handsome, reckless

young chap, fall in love. What attracts his officers to the library, sees Lily and wants her. By the force of his personality, he persuades her to marry him, though she loves Prell.

Lavishing gorgeous gowns upon her, which bring out Lily's beauty in amazing richness, the Colonel takes his wife on their honeymoon. At the fashionable hotels they visit, Lily enjoys the rather fast life to the full and responds vivaciously to the attempts of many men to flirt with her. Her husband is very jealous.

Unexpectedly Prell appears and, finding Lily alone in her room, seizes her in his arms. The Colonel comes upon them. He immediately secures a divorce from Lily, and she is cast out in disgrace. The Colonel and Prell fight a duel.

## Have You Played these Other

### BELLA DONNA

Conway Tearle, Conrad Nagel, Lois Wilson in the cast. From Robert Hichens' great novel of the land of the sheiks. Fitzmaurice Production.

### THE CHEAT

Jack Holt, Charles de Roche, and all-star cast. The greatest original story ever written for the screen. Fitzmaurice Production.

### THE SPANISH DANCER

Antonio Moreno, Wallace Beery, Gareth Hughes, Kathlyn Williams and big cast. Herbert Brenon Production.

### SHADOWS OF PARIS

Charles de Roche, Huntly Gordon, Vera Reynolds and all-star cast. A love-thriller of Paris. Herbert Brenon Production.

Country of Origin, U.S.A. Copyright, 1924, Famous Players-Lasker

Advertisement

## AND

### Cast

Lily ..... POLA  
Lieutenant Prell .....  
Colonel Mertzbach ..... N  
Richard Dehnecke ..... Raymon  
The Uncle ..... Willia  
Julia ..... Jean

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# NEGRI LY OF HE DUST

NEGRI is at her fiery best in this drama  
a girl's struggle for happiness against heavy  
and among all kinds of men. The woman's  
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in Newspaper Advertisement 3A (Mats Only)

## CAST AND STORY

**Cast**  
..... POLA NEGRI  
enant Prell. .... Ben Lyon  
el Mertzba. .... Noah Beery  
rd Dehnecke. .... Raymond Griffith  
Uncle. .... William J. Kelly  
..... Jeanette Daudet

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## ved these Other Negri Successes?

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cast. The greatest  
Fitzmaurice Pro

CER  
Hughes, Kathlyn  
Production.

IS  
eynolds and all-star  
Brenon Production.

**MEN**  
Big all-star cast. Her finest picture since "Passion." Dim-  
itri Buchowetzki Production.

**LILY OF THE DUST**  
Coming

**FORBIDDEN PARADISE**  
Ernest Lubitsch Production. From the famous play, "The  
Czarina."

**A WOMAN SCORNED**  
Dimitri Buchowetzki Production. From "Those Who Walk  
in Darkness" by Perley Poore Sheehan, and the play by Owen  
Davis.

U.S.A. Copyright, 1934, Famous Players-Lasky Corp. All Rights Reserved.

## Against the World

Ben Lyon, Noah Beery, Raymond Griffith Head the Cast  
Which Plays in Support of the Star

**Y**OU'VE seen Pola Negri as the heartless vamp—the fiery  
Pola in roles of practically every shape and color, but  
in "Lily of the Dust" you see her as a real woman, a beauti-  
ful, yet lonely one, who sees but one way to fight against life.

The story is based on one of the greatest novels of the cen-  
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all over the world. Dimitri Buchowetzki, a countryman of  
Pola's, directed the production. He will be remembered  
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picture was made at Hollywood with a cast of famous Ameri-  
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Ben Lyon, recently seen in "The White Moth," has the  
juvenile lead in the production. Noah Beery and Raymond  
Griffith, of whom little need be said by way of introduction,  
have roles of a more or less heavy character. With a story  
like this one and such a capable supporting cast, is it any  
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Pola has ever done? It's a contrast of wealth and social types  
which are worlds apart—the finest story offered Miss Negri  
since she first appeared on the screen, bar none. And she  
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when you see this one.

## Material for Mailing

PARAMOUNT THEATRE

.....192

Dear Miss Thompson:

Poor and unable to earn a decent living, I have known adventures  
which few women have experienced. I have suffered for my folly,  
but I have found great happiness too.

I arrive in.....on..... Watch out for me.  
Lily of the Dust.

.....192

Dear Miss Thompson:

"Lily of the Dust," starring Pola Negri, the world's foremost  
dramatic actress!

It's a Paramount picture, due next.....at the.....Theatre.  
We just know you'll be there.

Sincerely,  
.....Managers

.....192

Dear Miss Thompson:

Here's the picture you've been waiting for ever since you first  
saw Pola Negri in "Passion", "Lily of the Dust," made by the  
director of "Men" and "Peter the Great," coming to the.....  
on.....

There's a big all-star cast!

Sincerely,  
.....Managers

## Program Paragraphs

(The following are short notices on "Lily of the Dust"  
and other forthcoming Famous 40 Paramount pictures, may  
be run in your programs or house organs.)

The mysteries of motor car driving are too much for Pola Negri, star  
of the Paramount picture, "Lily of the Dust," due here next.....  
She is a fearless horsewoman, but during filming of her new picture gave up  
trying to handle her machine after attempting to drive from her home to  
the studio.

Rudolph Valentino has become his own cameraman!  
For his own amusement he took scenes of "The Sainted Devil," his  
new picture following "Monsieur Beaucaire," in which he does not appear.  
He intends to keep the film record himself.

What is so rare as a day in June?  
Merton is in the movies at last! James Cruze has made "Merton of  
the Movies," with Glenn Hunter starring. Viola Dana plays opposite.

Tom Meighan in Curwood's "The Alaskan." Watch for the play dates.

Pola Negri has applied for citizenship papers. You knew that? Well,  
did you know she said that if she ever marries again it will be to an  
American?

"Lily of the Dust," an American-made picture, produced by the great-  
est continental director, Buchowetzki, starring Pola Negri. It opens on  
.....next at the.....

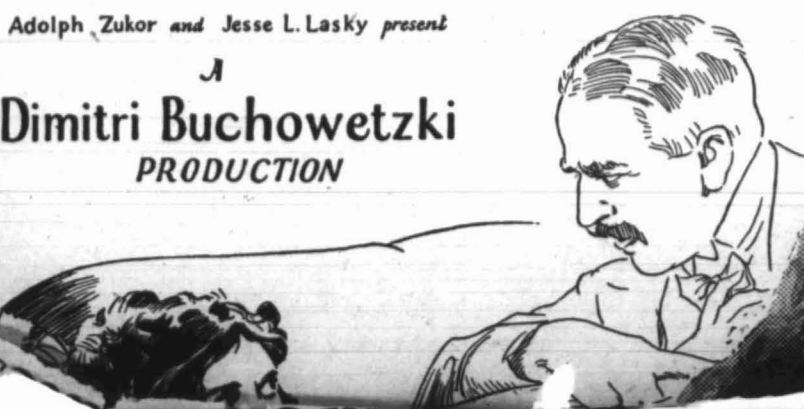


# Pola Negri in "Lily of PRESS ADS WITH REAL BO

Your exchange has mats of all the ads and production scenes; also cuts of on

Adolph Zukor and Jesse L. Lasky present

A  
Dimitri Buchowetzki  
PRODUCTION



POLA  
NEGRI in  
"The

"LILY OF THE DUST"



DAUGHTER of a  
regiment, toast of  
a great city, dragged  
to the depths and fight-  
ing back—here is a Pola  
Negri you'll never for-  
get.

Ben Lyon, Noah  
Beery and other fa-  
vorites in support.



Four-column Newspaper Advertisement 4A. Mats 25c at Paramount Exchanges.



POLA NEGRI  
in  
"LILY  
OF THE  
DUST"  
A  
Dimitri Buchowetzki  
Production  
a  
Paramount  
Picture

OTHER  
FEATURES  
HERE

THE dramatic fire of Pola Negri  
flames to new heights in "Lily  
of the Dust."

See her as a woman of many  
emotions, fighting for the one great  
love that can lift her to happiness.

## Flashy Herald

To the right is a reproduc-  
tion of the beautiful four-  
page color-herald on this  
picture.

Double page center spread  
contains seat-selling scenes  
and talk, and back page is  
left blank for theatre name,



# Negri in "Lily of the Dust"

## REAL BOX-OFFICE APPEAL

Production scenes; also cuts of one, two and two-supplementary ads. Price List, Page 4.



THEATRE

PRESENTED BY  
ADOLPH ZUKOR,  
JESSE L. LASKY

A  
Dimitri Buchowetzki  
PRODUCTION

**POLA  
NEGRI** in  
**"LILY OF  
THE DUST"**

**G** OWNED in silk  
and clad in rags,  
loving, fighting, hat-  
ing — you've never  
seen a Pola Negri  
like this one!

Better than  
"Men," and produc-  
ed by the same man.

One-column Press Ad 1A

Halftones are 55-screen  
and reproduce perfectly



Pola Negri and Ben Lyon in a scene from the Paramount Picture  
"Lily of the Dust"

Two-column Production Mat 2P



Pola Negri  
in the Paramount Picture  
"Lily of the Dust"  
Production Mat 1PA



Pola Negri  
in the Paramount Picture  
"Lily of the Dust"  
Production Mat 1PB

### Ad or Program Paragraphs

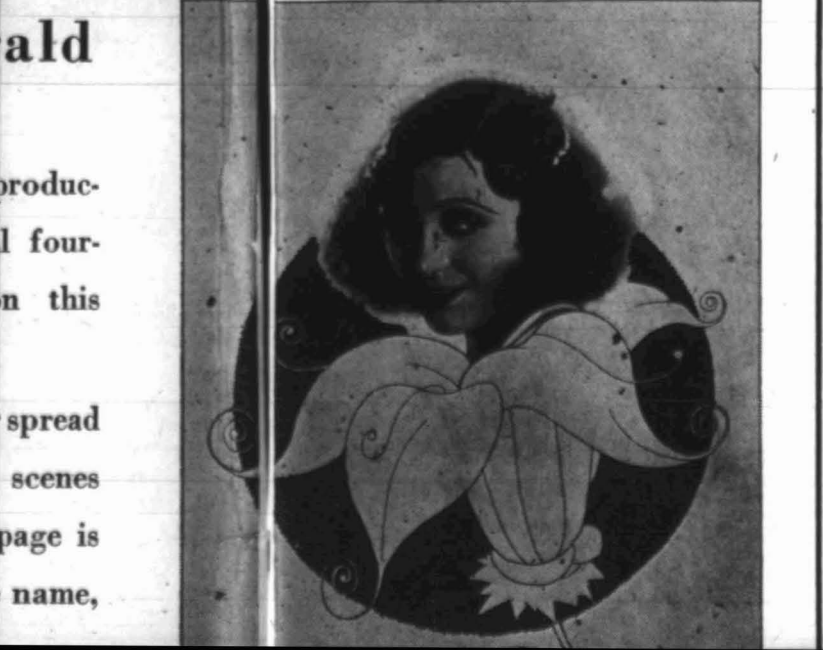
The story of a woman who gave—and had to fight for a fair exchange.

There's a thrill, a laugh, and a tear in this picture for anyone who has ever loved anybody.

The drama of a girl who found her beauty a menace instead of an asset.

Entertainment for the heart as well as the eye.

Flashing, vibrant, beautiful Pola was never so wonderful as in "Lily of the Dust."



A Dimitri Buchowetzki PRODUCTION

PRESENTED BY  
ADOLPH ZUKOR,  
JESSE L. LASKY

# POLA NEGRI in "The "LILY OF THE DUST"

DAUGHTER of a regiment, toast of a great city, dragged to the depths and fighting back—here is a Pola Negri you'll never forget.

Ben Lyon, Noah Beery and other favorites in support.

Paramount  
Picture

Four-column Newspaper Advertisement 4A. Mats 25c at Paramount Exchanges.



POLA NEGRI in  
"LILY OF THE DUST"  
A Paramount Picture  
Dimitri Buchowetzki  
Production

## OTHER FEATURES HERE

THE dramatic fire of Pola Negri flames to new heights in "Lily of the Dust."

See her as a woman of many emotions, fighting for the one great love that can lift her to happiness.

From a novel by Hermann Sudermann and a play by Edward Sheldon — Written for the screen by Paul Bern

Two-column Supplementary Press Ad 2AS

## Flashy Herald

To the right is a reproduction of the beautiful four-page color-herald on this picture.

Double page center spread contains seat-selling scenes and talk, and back page is left blank for theatre name, dates, etc.

Only \$3.00 per 1,000.

Samples at your exchange.

Dimitri Buchowetzki production

NEGRI in  
"LILY OF THE DUST"



FROM wallflower to wildflower, from the heights to the depths, from the sweet flower of a great love to the bitter remnants—Pola runs the whole range of life in this sensation-filled drama.

Magnificently screened by the man who directed "Men."

REST  
OF  
BILL

From a novel by Hermann Sudermann and a play by Edward Sheldon — Written for the screen by Paul Bern

Two-column Supplementary Press Ad 2ASX



Pola Negri and Noah Beery in a scene from the Paramount  
Three-column Production Mat 3P



Paramount  
Picture

# POLA NEGRI in 'LILY OF THE DUST'

G OWNED in silk  
and clad in rags,  
loving, fighting, hat-  
ing — you've never  
seen a Pola Negri  
like this one!

Better than  
"Men," and produc-  
ed by the same man.

One-column Press Ad 1A

Halftones are 55-screen  
and reproduce perfectly



Pola Negri  
in the Paramount Picture  
'Lily of the Dust'  
Production Mat 1PA



Pola Negri  
in the Paramount Picture  
'Lily of the Dust'  
Production Mat 1PB

## Ad or Program Paragraphs

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'LILY of the DUST'

A Dimitri Buchowetzki PRODUCTION

PRESENTED BY  
ADOLPH ZUKOR,  
JESSE L. LASKY

Paramount  
Picture



# POLA NEGRI in 'LILY OF THE DUST'

THE story of a girl who found she couldn't fight Fate.

Pola's most fascinating love-drama. With Ben Lyon, Noah Beery and many others.

Two-column Press Advertisement 2A



in a scene from the Paramount Picture 'Lily of the Dust'  
Three-column Production Mat 3P





# Pola Negri in "Lily of the Dust" STORIES TO GET YOU VALUED

Clip the stuff you want on this page and send it to the editors

Addition

## "Lily of the Dust" New Pola Negri Production Produced by Man Who Made "Peter the Great", with All-Star Cast

**P**OLA NEGRI in her latest Paramount picture, "Lily of the Dust," produced by Dimitri Buchowetzki and due for a ..... days' run at the ..... Theatre next ..... has the most human role of her entire career.

The story of "Lily of the Dust" is the story of countless women in every country and every age. For this reason, Pola's role has an appeal which is universal.

Flung into life with poverty for a watchword, Lily assists her mother eke out an existence in a small garrison town.

Through the aid of the town authorities, Lily is given a place in a small lending library. The gay young officers of the garrison soon find that she is very beautiful and manifest a remarkable interest in books.

Among the officers is Robert Prell who falls in love with Lily. He warns her that if the regiment's colonel discovers her, she will be lost.

Eventually Colonel Mertzbach enters the library to discover what interests his young men. He is astonished to find such a beautiful girl among such unpretentious surroundings. His overtures being repulsed, he is carried away by his infatuation and proposes marriage. Borne down by his dominant personality, Lily consents, although she still loves Prell.

The young officer follows the pair upon their honeymoon. Mertzbach is annoyed by the attention his wife attracts wherever they go and publicly humiliates her. As she creeps away to her room in the hotel, she meets Prell. Overjoyed, she thoughtlessly allows him to enter her room where Colonel Mertzbach discovers them. A divorce and a duel follow. Lily is driven back to poverty and Prell, wounded and disgraced, is forced to resign from the regiment.

For a long time, Lily fights her battle alone. Finally, she is convinced that Prell has forgotten her and yields to the importunities of Richard Dehnecke, a wealthy manufacturer who furnishes her with a beautifully appointed suite of rooms.

In this situation she is discovered by Prell who is horrified at what she has done. He yields to her tears and consents to forget if she will leave Dehnecke at once.

At this point in the story, Destiny takes a hand, and situations of unusual drama develop. Circumstances over which Lily has no control sweep her along until out of the turmoil comes the final happiness which promises a reward for her unhappy youth.

Ben Lyon plays the role of Prell and Noah Beery that of Mertzbach. Raymond Griffith is cast in the part of Richard Dehnecke. Others include William J. Kelly and Jeanette Daudet.

### Pola's Latest Picture Said to be Her Best

Critics who have seen Pola Negri's latest starring picture for Paramount, "Lily of the Dust," declare it is like the steeple of a cathedral, the crowning ornament of many years of careful building.

Produced by Dimitri Buchowetzki, who directed "Men," the star's new vehicle is at once the most dramatic

## Ben Lyon Plays Opposite Pola

Appears with Noah Beery and Raymond Griffith

**B**EN LYON, who plays the lead opposite Pola Negri in her latest starring picture, "Lily of the Dust," which Dimitri Buchowetzki produced for Paramount, is one of the youngest and most attractive leading men on the silver screen.

He was born in Atlanta, Georgia, and educated at Park School and Baltimore City College in Baltimore. He mapped out his career while still attending college. His decision was the result of seeing the old Paramount studio in New York City.

After leaving college, he obtained some good pictures and called upon the casting director. As he entered the building a man looked at him and remarked, "You'll do." The man was Joe Kauffman, husband of Ethel Clayton. By the merest chance, Kauffman was looking for just such a type as Lyon when he entered the studio. He was given a part in "The Traveling Salesman."

Believing that was the wrong way to make a success of motion picture work, Lyon devoted his energies to stage work for the next five years. During this time he played in a number of important stage productions, including "Seventeen," "The Wonderful Thing," "Romance," "Mary the Third" and "Three Live Ghosts."

With this training to help, he once more returned to the silver screen and was an instantaneous success. He played in "Potash and Perlmutter," "Flaming Youth," "Painted People" and "The White Moth."

"Lily of the Dust," which comes to the ..... Theatre next ..... is Lyon's first screen work for Paramount. Others in the strong supporting cast of the production include Noah Beery, Raymond Griffith, William Kelly and Jeanette Daudet.

### Perfume as Latest Aid to Emotional Acting

Perfume is the latest aid to emotional acting to be introduced on a motion picture set.

Pola Negri is responsible for the innovation. She bases her belief in its value upon the theory that perfume is a great aid to memory.

"When players act, they draw upon their memory of personal experiences in life," says Miss Negri, star of "Lily of the Dust." Dimitri Buchowetzki's latest production for Paramount.

"Since memory is one of the chief aids to convincing portrayals, everything should be done to make the recollections vivid. Music and perfumes are the greatest aids to memory I know."

## Great Cast for Negri's Latest

Big Paramount Production Coming Here Shortly

**D**IMITRI BUCHOWETZKI believes in casting American actors for European stories filmed in Hollywood.

The Russian director, has made his second American film for Paramount, "Lily of the Dust," starring Pola Negri, advocates the use of American actors for the majority of the roles.

"Good actors are able to portray a character, no matter what the nationality may be," he says.

In directing American actors who play European parts, I find it a simple matter to suggest the mannerisms which stamp the character as French or Italian or whatever nationality it is supposed to be."

The cast chosen to support Pola Negri in "Lily of the Dust" is evidence that Buchowetzki practices what he preaches. Ben Lyon, Noah Beery and Raymond Griffith are the three leading players. William J. Kelly and Jeanette Daudet are also included in the cast.

"Lily of the Dust," acclaimed by all who have seen it as the greatest picture Pola Negri has ever appeared in, comes to the ..... Theatre next ..... for a ..... days' run.

### "If I Ever Marry Again," Declares Pola Negri

"It will be to an American."

Miss Negri, who is due at the ..... Theatre next ..... in the Paramount picture, "Lily of the Dust," came to this decision because, as she says herself, "American men are the only ones who really know how to treat a woman. In Europe, you know, it is the dramatic gesture that counts. A European gentleman feels perfectly free to treat you badly 364 days a year provided that on your birthday with a grand flourish he presents you with a gorgeous pearl necklace. The American man spreads his thoughtfulness all through the year. He may not produce the annual pearl necklace, but every few days he brings his flowers and candy, which are not so valuable as to price but which represent much more."

"American men are not sated and bored with life; they are eager and curious. They are not as stubborn as European men. It is sometimes a lifelong struggle to convince one of the latter that his suit is unbecoming. American men have such fine bodies. It is the national love of sports that does that, something Europe lacks."

"Someone recently referred to an American man friend of mine as a 'straight shooter.' I inquired what that meant and was told. I think 'straight shooter' describes a large percentage of American men. I like most of them very much."

Playing in support of Miss Negri in her latest picture are Ben Lyon, Noah Beery and Raymond Griffith. All have prominent roles. Then there are William Kelly and Jeanette Daudet among others well known on both stage and screen.

Dimitri Buchowetzki, brought to this country to direct Pola Negri in "Men," produced the picture.

### You Can't Look Beautiful and Act, Too, Says Pola

Pola Negri is one motion picture star who does not care if she falls

## Advance Store

Pola's New Picture at the

**P**OLA NEGRI starring picture, "Lily of the Dust," is a production which will keep the keenest student of the screen guessing. It is so totally unexpected by Dimitri Buchowetzki, due at the ..... Theatre next ..... presents Ben Lyon, Raymond Griffith

The story was adapted from a novel by Bernard Shaw and the stage play. The Song of the Sardinians, a beautiful girl on town and in a lending library in contact with whom

The role which Polya Negri plays, is one of a beautiful girl in a small garrison town and in a lending library in contact with whom

Unfortunately, Colonel Mertzbach, so far as to the dominant person in the picture, the Countess Mertzbach.

Prell follows his honeymoon, sees her for a secret meeting enters her room and is alone and is in his arms by the follows and Prell resigns in disgrace.

Thrown upon her own resources and branded as a fallen woman, Lily finds herself alone and is in his arms by the follows and Prell resigns in disgrace.

She grieves for him and he will never return. One day he is presented with a box of pearls, a doorway from his shame at being discovered, she struggles, he After a terrible fight, she forgets the past and leaves Dehnecke.

Too poor to be a wealthy woman, she comes to the city and meets a man who has a woman. Lily prepares to marry him for her future, but she is against the man. By a strange turn of events, she witnesses the three people in the room where she is one which has Lily's wildest dreams.

Dehnecke. She loved Dehnecke, an still in love with him. A very strong suggestion is influenced by the play becomes merely destiny.

The final scene is crammed with power. Dehnecke's question in the end.

Noah Beery and Raymond Griffith are superbly supported by Miss Negri.

### "Lily of the Dust" Is Pola's Latest

Who was the beautiful woman who smiled bravely in the uniform of a high-ranking officer of high rank, slow like grip



# in "Lily of the Dust"

## YOUR VALUABLE PUBLICITY

the editors. Additional press sheets at your exchange if you need them.



### Advance Stories

#### Pola's New Picture Due at the Rialto Theatre

POLA NEGRI'S new Paramount starring picture, "Lily of the Dust," is a production with an ending which will surprise even the keenest student of drama because it is so totally unexpected. Produced by Dimitri Buchowetzki, "Lily of the Dust," due at the Rialto Theatre, presents Ben Lyon and Raymond Griffith.

The story was adapted by Paul Bern from the novel by Hermann Sudermann and the stage play by Edward Sheldon, "The Song of Songs." The role which Pola Negri portrays is one of a small garrison town among the poorest of the land. She is given a place in a lending library in contact with the garrison. Among these are Robert Prell, with whom she falls in love.

Unfortunately for the lovers, Colonel Mertzbach covets Lily and goes far as to propose marriage. His alacrity sweeps everything, and Lily becomes Mertzbach's.

the pair on their honeymoon, seeing a secret meeting when he thinks she has discovered with Lily the Colonel. A divorce is granted, and Lily is wounded in a duel, thrown upon her own resources as a faithless woman, and finds herself in a worse state than before her marriage. Being ungovernable and desiring to accept the attentions of Richard Denecke, a wealthy manufacturer, she places her rooms and the life of Berlioz in her hands. She grieves for Prell but believes she will never return. One day, when Denecke has presented her with a magnificent rope of pearls, she looks at them in the doorway where she has been from his wound. Overcome with shame at being discovered, she begs his forgiveness. He struggles, he consents, but if she will immediately leave Denecke's rooms.

Too poor to support her, Prell is dependent upon a wealthy uncle who wishes to see what type of man his nephew wishes to marry. He is a man who has known every type of woman. Lily, fearful for her future, prepares to match her against the astute old man. By a strange turn of chance, the three people dine in a room where they have witnessed some of Lily's wildest escapades while with Denecke. She loved Denecke, and she is still in love with Prell. The power suggestion is very strong and, influenced by the wine she drinks, she becomes merely the plaything of destiny.

The final scenes of the picture are jammed with drama of unusual power. Denecke or Prell is the question in the minds of the audience. Noah Beery as 'Mertzbach,' Ben Lyon as 'Prell' and Raymond Griffith as 'Denecke' are superbly cast in support of Miss Negri.

#### "Lily of the Dust" Is Pola's Latest Paramount

Who was the beautiful woman who smiled bravely while her stern-looking husband...

### Happy Ending to Negri Production

#### "Lily of the Dust" Coming Soon to the Rialto

IT SEEMS that in some way or other the name of Pola Negri in motion pictures is continually linked with tragedy. But "Lily of the Dust," a Dimitri Buchowetzki production, her latest screen work for Paramount, like all great love stories, has a HAPPY ENDING.

"Lily of the Dust," was adapted to Paul Bern from the novel by Hermann Sudermann and the stage play by Edward Sheldon. Ben Lyon, Noah Beery and Raymond Griffith head the cast playing in support of the star.

The story is one of a beautiful girl who lives in a little garrison town—a girl whose beauty and fascination for men almost leads to her downfall. Pola's portrayal of the part is said to be her greatest screen work.

Directed by Buchowetzki, who made "Men" and "Peter the Great," "Lily of the Dust" is lavishly produced, with colorful settings and invested with a cast that means perfection. There is no doubt but that this is one of the most outstanding hits of this or any season.

#### The Longest Way Proves Shortest—to Stardom

New York street excavations are responsible for Ben Lyon's choice of the silver screen as a vocation.

During the years he attended school in New York, he always followed a certain route. One day the streets were impassable owing to work being conducted by the city and Lyon chose a new road to school.

His choice led past the old Famous Players studio. Hitherto Lyon's one ambition had been to function as a bank president. The studio fired his imagination and he determined to become an actor. He presented himself to the casting director one day with this ambition and some photographs of himself and was given a job in a minor role.

After five weeks of unimportant work, he decided to gain some real acting experience and went on the stage. Five years of hard work behind the footlights fitted him for a return to the screen.

His success in the shadow drama, achieved in one year's time, was so marked that Dimitri Buchowetzki cast him in the lead opposite Pola Negri in her latest starring picture for Paramount, "Lily of the Dust," coming to the Rialto next.

Associated with Lyon at the head of the cast are Noah Beery and Raymond Griffith.

#### Property-Man "Master-mind" According to Pola's Director

"The property man, as he appears in Hollywood studios, is one of the most amazing developments of the American motion picture industry," says Dimitri Buchowetzki.

Brought to America for the purpose of directing Pola Negri in the Paramount productions, "Men" and "Lily of the Dust," Dimitri Buchowetzki experienced his first taste of American motion picture methods when he began work in the Hollywood studio.

"The 'prop' man in America has a brain which seems to be at once a camera film and blank gramophone disc. Everything he sees is permanently photographed and what he hears is recorded for future use," declares Buchowetzki.

### Press Reviews

#### (Review No. 1)

"LILY OF THE DUST," the Paramount picture which opened a ..... days' run at the ..... Theatre yesterday, is a production bound to satisfy the most finicky picture fan. Pola Negri is the star. Every time we come to the conclusion that she has just about reached the heights of characterization she comes along in a new picture to surprise us with something new.

Paul Bern from a novel by Hermann Sudermann and the play by Edward Sheldon. Pola has the role of Lily, a poor but very beautiful girl, whose fascination for men is a curse to her. In love with one man, she is forced by circumstances to marry another, only to learn that marriage without love is most unhappy. Men are attracted to her, and she finds herself being pushed along the easiest way that eventually leads to destruction. Fate takes pity upon her, and in the end she finds happiness.

As in her previous starring vehicle, "Men" Buchowetzki gives ample proof of the fact that he can get the elemental fire out of Pola for which she is famous. Noah Beery, Ben Lyon, Raymond Griffith are all deserving of high praise for their respective portrayals. The rest of the supporting cast is more than acceptable.

"Lily of the Dust" is well worth a visit to the ..... Theatre.

#### (Review No. 2)

Pola Negri's latest Paramount star picture, "Lily of the Dust," a Dimitri Buchowetzki production, was shown for the first time in ..... at the ..... Theatre yesterday. This picture reveals Miss Negri in a role radically different from anything she has ever attempted before. Heretofore she has essayed the heartless, fiery vamp, but in this one it is another thing again. She plays the role of a real lovable woman—even as you and I.

The screen play is based upon Paul Bern's adaptation of the powerful story and play, "The Song of Songs." It concerns the adventurous career of a poverty-stricken girl whose beauty is the cause of all her misfortunes. Despite her innate goodness, she is compelled, by circumstances over which she has no control, to accept the unwelcome attentions of men. She tries again and again to get a new foothold and start afresh. But even her affections and kindnesses spread snares for her. The plot works up to a smashing climax and then marches on to a happy and logical ending.

From the moment the film begins to unwind on the screen, Pola's vivid personality dominates the picture. She is by turns, tender and wistful, vital and cyclonic. Her zeal, her earnestness and sincerity make you forget that she is merely playing a part.

The supporting cast is thoroughly up to the fine work of the star. Noah Beery is one of the most effective villains in captivity, and such a good actor that we mix our hissing for his screen villainy with our admiration for his work. Ben Lyon proves once more that he is one of the best juveniles in the world of lights and shadows; and Raymond Griffith gives a tremendously impressive performance.

The entire production reflects great credit upon Dimitri Buchowetzki.

#### (Review No. 3)

An hour and a half of worth-while entertainment is wrapped up in Pola Negri's "Lily of the Dust."

### First Negri Film of Famous Forty

#### Other Big Ones to Follow "Lily of the Dust"

"LILY OF THE DUST," which opens at the ..... Theatre next ..... is the first of the Famous Forty Paramount pictures starring Pola Negri to be shown in ..... It's Miss Negri's first of this big group of pictures, to be followed shortly by "Forbidden Paradise" and "A Woman Scorned," also booked for showing at the ..... "Lily of the Dust" written for the screen by Paul Bern.

novel, "The Song of Songs." It's a tense drama of life and love with the charming continental star in her greatest acting role. Critics acclaimed the legitimate play, "The Song of Songs," a veritable sensation. When you see the screen version of the story you'll do the same thing.

Here's a great story, made by a great director. And that's not all, not by a long shot. Ben Lyon, one of the most likeable of the screen's younger leading men; Noah Beery, who needs no word of introduction to picture patrons, and Raymond Griffith appear in leading roles in support of the star. Others include William J. Kelly and Jeanette Daudet.

Here's the finest thing Pola Negri's done since she came to America, and that's saying something when you glance back over "Shadows of Paris," "Men" and all the rest.

#### Noah Beery in Dressed-Up Role in New Picture

Film fans have become so accustomed to seeing Noah Beery, Paramount character actor, in so many "heavy" roles which did not require him to dress in the latest Bond Street style, that it is altogether possible that in a dressed-up part he would pass by altogether unnoticed.

In "Lily of the Dust," Pola Negri's latest production for Paramount, directed by Dimitri Buchowetzki, Beery, appearing with Ben Lyon and Raymond Griffith in a prominent role in support of the star, Beery has his first so-called dressed-up part, appearing in all the braid and glitter of a Colonel of a garrison in a little town where Pola, as Lily, works in the library.

In "The Call of the Canyon," "To the Last Man," "Wanderer of the Wasteland," etc., you saw Noah Beery, in the first two as a hated villain, in the last a kindly old desert rat who befriends Jack Holt, a fugitive from justice. In "Lily of the Dust" he plays Colonel Mertzbach, who takes a fancy to Pola and proposes to her, much to the chagrin of his minor officers, all attracted toward this beautiful young girl.

It's a great part, this, and, needless to say, Beery conducts himself right nobly in it.

"Lily of the Dust," with a fine cast playing in support of the star and principal players, opens a run of .... days on ..... next.

#### Dueling Scenes in Picture Bring Memories to Director

Dueling scenes shown in Pola Negri's latest starring picture for Paramount, "Lily of the Dust," were directed by Dimitri Buchowetzki from memories of an incident in his own youth. At the age of ten, while engaged upon an early morning hunt for birds' eggs, he accidentally discovered a group of gentlemen in a little glade engaged in "an affair of honor." Concealed behind a tree, he watched the whole incident until one...



who falls in love with Lily. He warns her that if the regiment's colonel discovers her, she will be lost.

Eventually Colonel Mertzbach enters the library to discover what interests his young men. He is astonished to find such a beautiful girl among such unpretentious surroundings. His overtures being repulsed, he is carried away by his infatuation and proposes marriage. Borne down by his dominant personality, Lily consents, although she still loves Prell.

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For a long time, Lily fights her battle alone. Finally, she is convinced that Prell has forgotten her and yields to the importunities of Richard Dehnecke, a wealthy manufacturer who furnishes her with a beautifully appointed suite of rooms.

In this situation she is discovered by Prell who is horrified at what she has done. He yields to her tears and consents to forget if she will leave Dehnecke at once.

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## Pola's Latest Picture Said to be Her Best

Critics who have seen Pola Negri's latest starring picture for Paramount, "Lily of the Dust," declare it is like the steeple of a cathedral, the crowning ornament of many years of careful building.

Produced by Dimitri Buchowetzki, who directed "Men," the star's new vehicle is at once the most dramatic and most entertaining of all the pictures in which she has appeared.

The story deals with the struggles of a girl with the world but it is not a story of generalizations. Three men only are involved and each of these three influence the girl for good or evil. While the background to the four important figures of the drama is a colorful weave of European life with its vices, its virtues and its infinite variety, the chief characters themselves stand out with the vivid strength of silhouettes.

In the cast chosen to support Pola Negri in "Lily of the Dust" are figures which have stood for genuine achievement on both screen and stage. Ben Lyon, Noah Beery and Raymond Griffith head the cast.

The picture opens at the ..... Theatre on ..... next.

## William J. Kelly in Negri Film, "Lily of the Dust"

William J. Kelly, for more than twenty years one of the best known leading men on the legitimate stage, has a prominent role in support of Pola Negri in her latest starring picture "Lily of the Dust" which Dimitri Buchowetzki produced for Paramount.

During a stage career of over a quarter of a century during which time he toured America many times, Kelly has appeared in motion pictures only four times. His first venture in screen work was made five years ago in New York.

Kelly went to Hollywood after completing a two years engagement in Australia and New Zealand. Ben Lyon, Noah Beery, Raymond Griffith and Kelly head the cast chosen to support Pola Negri in "Lily of the Dust," which will be the feature at the ..... Theatre next.

posite Pola Negri in her latest starring picture, "Lily of the Dust," which Dimitri Buchowetzki produced for Paramount, is one of the youngest and most attractive leading men on the silver screen.

He was born in Atlanta, Georgia, and educated at Park School and Baltimore City College in Baltimore. He mapped out his career while still attending college. His decision was the result of seeing the old Paramount studio in New York City.

After leaving college, he obtained some good pictures and called upon the casting director. As he entered the building a man looked at him and remarked, "You'll do." The man was Joe Kauffman, husband of Ethel Clayton. By the merest chance, Kauffman was looking for just such a type as Lyon when he entered the studio. He was given a part in "The Traveling Salesman."

Believing that was the wrong way to make a success of motion picture work, Lyon devoted his energies to stage work for the next five years. During this time he played in a number of important stage productions, including "Seventeen," "The Wonderful Thing," "Romance," "Mary the Third" and "Three Live Ghosts."

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## Perfume as Latest Aid to Emotional Acting

Perfume is the latest aid to emotional acting to be introduced on a motion picture set.

Pola Negri is responsible for the innovation. She bases her belief in its value upon the theory that perfume is a great aid to memory.

"When players act, they draw upon their memory of personal experiences in life," says Miss Negri, star of "Lily of the Dust," Dimitri Buchowetzki's latest production for Paramount.

"Since memory is one of the chief aids to convincing portrayals, everything should be done to make the recollections vivid. Music and perfumes are the greatest aids to memory I know."

"When I am working in a difficult scene, music is played for me which awakens memories both sweet and painful. Many perfumes associated with pleasant and unpleasant times in my life have the power to bring back the emotions which swayed me then. That is why I use perfumes on my sets in addition to music."

"Lily of the Dust," opens a ..... days' run next ..... at the ..... Theatre.

## America Conquering Europe Says Paramount Producer

"America is conquering Europe," says Dimitri Buchowetzki, Paramount producer.

"Since the conclusion of the Great War, there has been a great flood of Americanism sweeping over Europe."

"The surest sign of the greatness of a nation is its ability to influence others with its culture. All the greatest empires of the past spread their ideals abroad."

"In cafes and music halls, American dances and American music are the chief attractions. In the theatres, the American motion picture is popular. In business, American methods are supplanting the slower methods of the European."

"European film producers are making every effort to model their production plans upon those of Hollywood and New York."

Buchowetzki, who produced Pola Negri's latest starring picture for Paramount, "Lily of the Dust," with Ben Lyon, Noah Beery and Raymond Griffith heading the supporting cast, gained his first knowledge of American film methods when he produced "Peter the Great" in the Paramount studio in Berlin.

"Lily of the Dust," an all-American production, will be shown at the ..... theatre on ..... next.

"Lily of the Dust," acclaimed by all who have seen it as the greatest picture Pola Negri has ever appeared in, comes to the ..... Theatre next ..... for a ..... days' run.

## "If I Ever Marry Again," Declares Pola Negri—

"It will be to an American."

Miss Negri, who is due at the ..... Theatre next ..... in the Paramount picture, "Lily of the Dust," came to this decision because, as she says herself, "American men are the only ones who really know how to treat a woman. In Europe, you know, it is the dramatic gesture that counts. A European gentleman feels perfectly free to treat you badly 364 days a year provided that on your birthday with a grand flourish he presents you with a gorgeous pearl necklace. The American man spreads his thoughtfulness all through the year. He may not produce the annual pearl necklace, but every few days he brings his flowers and candy, which are not so valuable as to price but which represent much more."

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Playing in support of Miss Negri in her latest picture are Ben Lyon, Noah Beery and Raymond Griffith. All have prominent roles. Then there are William Kelly and Jeanette Daudet among others well known on both stage and screen.

Dimitri Buchowetzki, brought to this country to direct Pola Negri in "Men," produced the picture.

## You Can't Look Beautiful and Act, Too, Says Pola

Pola Negri is one motion picture star who does not care if she fails to look beautiful on the screen.

Although Pola Negri is universally acclaimed one of the screen's greatest beauties, her chief ambition is to master every detail of her art.

"Never mind what I look like, so long as what I do appears convincing," she tells the cameraman before starting work in a scene.

In "Lily of the Dust," her latest starring picture for Paramount, produced by Dimitri Buchowetzki, with Ben Lyon, Noah Beery and Raymond

Griffith heading the supporting cast, Pola plays a scene where fear is the dominant note. She made no effort to impress the camera with her beauty but gave herself up to the emotions of fear.

"Because of this ability to forget self in her art, Pola Negri is able to achieve remarkable realism," declared Buchowetzki. "Her role in 'Lily of the Dust' is to my mind one of the most amazing things she has ever accomplished."

"Lily of the Dust" will be shown next ..... at the ..... Theatre.

## Pola in Role of Own Nationality for First Time on Screen

For the first time in her career, Pola Negri has been cast in a role of her own nationality.

Although the star has played Russian, German, French and Italian characters for the stage and screen, her first Polish role will be that in "Lily of the Dust," which Dimitri Buchowetzki produced for Paramount, and which opens on ..... at the ..... Theatre.

Ben Lyon, Noah Beery and Raymond Griffith head the cast which supports the star.

one! Mertzbach, who is due at the ..... Theatre next ..... for a ..... days' run.

Thrown upon and branded as a faithless wife, she finds herself in a worse position than before her marriage. She grieves for the life of Berlin. She grieves for the life of Berlin. She grieves for the life of Berlin.

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## "Lily of the Dust" Is Pola's Latest Paramount

Who was the beautiful woman who smiled bravely while her stern husband, clad in the uniform of an officer of high rank, slowly drew his fingers in vice-like grip over her bare arm?

Diners crowded the tables of a fashionable cafe in a European city. A little act of imagination, combining the idea of the pair. When the woman perched in a gown of black velvet, from the table, all eyes followed as she swept from the room.

The scene occurred in "Lily of the Dust," Pola's latest starring picture for Paramount.

Dimitri Buchowetzki, the ..... Theatre producer, cast the role of the woman behind this tragedy in the drama, which has ever been made into a motion picture film.

Heading the strong cast playing in support of the star are Ben Lyon, Noah Beery and Raymond Griffith. Others include William J. Kelly and Jeanette Daudet. Paul Bern wrote the story.

"Lily of the Dust" will be shown next ..... at the ..... Theatre.

## "Lily of the Dust" Du

"Lily of the Dust," Pola Negri's new starring vehicle for Paramount, with Ben Lyon, Noah Beery, Raymond Griffith and others just prominent playing in support, comes to the ..... Theatre for a ..... days' run.

The story is an adaptation of the immensely popular novel and play, "The Song of Songs," which tells the story of a young girl and her fight against life—a girl whose life and appeal to men is a liability rather than an asset to her. Her greatest emotional star on screen today in what is destined to be the most talked about picture of the current season.

Better see it!



Unfortunately, Colonel Mertzbach, who is as far as to the dominant personality ahead of him, the Countess Mertzbach.

Prell follows the pair on their honeymoon, seeking an opportunity to enter her room when he thinks she is alone and is discovered with Lily the Colonel. A divorce, wounded in a duel, resigns in disgrace from the army.

Thrown upon her own resources and branded as a faithless woman, Lily finds herself in a worse state than before her marriage. Being young and desirous of enjoying life, she accepts the attentions of Richard Dehnecke, a wealthy manufacturer, who places her in a handsome suite of rooms and introduces her to the fast life of Berlin's gayest circles.

She grieves for Prell but believes he will never return. One day, when Dehnecke has presented her with a magnificent rope of pearls, she looks past him to the doorway where she sees Prell, pale from his wound. Overcome with shame at being discovered, she begs his forgiveness. After a terrible struggle, he consents to forget the past if she will immediately leave Dehnecke's rooms.

Too poor to support her, Prell is dependent upon a wealthy uncle who comes to the city to see what type of woman his nephew wishes to marry. The uncle is a man who has known every type of woman. Lily, fearful for her future, prepares to match her wits against those of the astute old man. By a strange turn of chance, the room where the three people dine is one which has witnessed some of Lily's wildest escapades while with Dehnecke.

She loved Dehnecke, and she is still in love with Prell. The power of suggestion is very strong and, influenced by the wine she drinks, she becomes merely the plaything of destiny.

The final scene of the picture is crammed with drama of unusual power. Dehnecke or Prell is the question in the minds of the audience.

Noah Beery as 'Mertzbach,' Ben Lyon as 'Prell' and Raymond Griffith as 'Dehnecke' are superbly cast in support of Miss Negri.

## "Lily of the Dust" Is Pola's Latest Paramount

Who was the beautiful woman who smiled bravely while her stern-looking husband, clad in the uniform of an officer of high rank, slowly closed his fingers in vice-like grip over her bare arm?

Diners crowding the tables of a fashionable cafe in a European city who witnessed the little act of cruelty exhausted their imaginations in speculation concerning the identity of the pair. When the woman, superb in a gown of black velvet, rose from the table, all eyes followed her as she swept from the room.

The scene occurs in "Lily of the Dust," Pola Negri's latest starring picture for Paramount, directed by Dimitri Buchowetzki.

Pola plays the role of the wife, and Noah Beery that of the officer. The story which lies behind this little tragedy in the dining room is one of the most dramatic and fascinating which has ever been made into a motion picture film.

Heading the strong cast playing in support of the star are Ben Lyon, Beery and Raymond Griffith. Others are William J. Kelly and Jeanette Daudet. Paul Bern wrote the screen play.

"Lily of the Dust" Due

"Lily of the Dust," Pola Negri's new starring vehicle for Paramount, with Ben Lyon, Noah Beery, Raymond Griffith and others just as prominent playing in support, comes to the ..... Theatre for a run of ..... days on ..... next. The story is an adaptation of the immensely popular novel and stage play, "The Song of Songs." It is the story of a young girl and her fight against life—a girl whose beauty and appeal to men is a liability rather than an asset to her. Here's the greatest emotional star on the screen today in what is destined to be the most talked about picture of the current season.

Better see it!

"Lily of the Dust" is lavishly produced, with colorful settings and invested with a cast that means perfection. There is no doubt but that this is one of the most outstanding hits of this or any season.

## The Longest Way Proves Shortest—to Stardom

New York street excavations are responsible for Ben Lyon's choice of the silver screen as a vocation.

During the years he attended school in New York, he always followed a certain route. One day the streets were impassable owing to work being conducted by the city and Lyon chose a new road to school.

His choice led past the old Famous Players studio. Hitherto Lyon's one ambition had been to function as a bank president. The studio fired his imagination and he determined to become an actor. He presented himself to the casting director one day with this ambition and some photographs of himself and was given a job in a minor role.

After five weeks of unimportant work, he decided to gain some real acting experience and went on the stage. Five years of hard work behind the footlights fitted him for a return to the screen.

His success in the shadow drama, achieved in one year's time, was so marked that Dimitri Buchowetzki cast him in the lead opposite Pola Negri in her latest starring picture for Paramount, "Lily of the Dust," coming to the ..... next.

Associated with Lyon at the head of the cast are Noah Beery and Raymond Griffith.

## Property-Man "Master-mind" According to Pola's Director

"The property man, as he appears in Hollywood studios, is one of the most amazing developments of the American motion picture industry," says Dimitri Buchowetzki.

Brought to America for the purpose of directing Pola Negri in the Paramount productions, "Men" and "Lily of the Dust," Dimitri Buchowetzki experienced his first taste of American motion picture methods when he began work in the Hollywood studio.

"The 'prop' man in America has a brain which seems to be at once a camera film and blank gramophone disc. Everything he sees is permanently photographed and what he hears is recorded for future use," declares Buchowetzki.

One of the incidents which Buchowetzki relates in support of his admiration for the studio property men occurred in filming "Lily of the Dust" in which Ben Lyon, Noah Beery and Raymond Griffith head the cast supporting Pola Negri.

A scene was filmed in which Ben Lyon climbed a hotel stairway. The scene showing him in the corridor above was not taken until two weeks later.

"Mr. Lyon had an unlighted cigarette in his left hand," Buchowetzki states.

"I have learned to place so much confidence in the property man's memory that I did not even question his statement," says Mr. Buchowetzki. "When we looked at the shots taken two weeks before, we saw Mr. Lyon with the cigarette in his left hand, just as the property man stated."

"Lily of the Dust," with Noah Beery and Raymond Griffith appearing with Lyon in Miss Negri's support, will be the feature next. .... and ..... at the ..... Theatre.

## Griffith Supports Negri

Raymond Griffith, the dramatic comedian of the Paramount picture, "Changing Husbands," shown at the ..... Theatre but a short time ago, returns in one of the principal roles, with Ben Lyon and Noah Beery, in support of Pola Negri in her latest Paramount production, "Lily of the Dust," a Dimitri Buchowetzki production of the novel, "The Song of Songs."

Griffith also recently played an important part in the George Melford production, "The Dawn of a Tomorrow."

William Kelly and Jeanette Daudet are in the cast of "Lily of the Dust," which opens at the ..... on .....

end she finds happiness.

As in her previous starring vehicle, "Men," Buchowetzki gives ample proof of the fact that he can get the elemental fire out of Pola for which she is famous. Noah Beery, Ben Lyon, Raymond Griffith are all deserving of high praise for their respective portrayals. The rest of the supporting cast is more than acceptable.

"Lily of the Dust" is well worth a visit to the ..... Theatre.

## (Review No. 2)

Pola Negri's latest Paramount star picture, "Lily of the Dust," a Dimitri Buchowetzki production, was shown for the first time in ..... at the ..... Theatre yesterday. This picture reveals Miss Negri in a role radically different from anything she has ever attempted before. Heretofore she has essayed the heartless, fiery vamp, but in this one it is another thing again. She plays the role of a real lovable woman—even as you and I.

The screen play is based upon Paul Bern's adaptation of the powerful story and play, "The Song of Songs." It concerns the adventurous career of a poverty-stricken girl whose beauty is the cause of all her misfortunes. Despite her innate goodness, she is compelled, by circumstances over which she has no control, to accept the unwelcome attentions of men. She tries again and again to get a new foothold and start afresh. But even her affections and kindnesses spread snares for her. The plot works up to a smashing climax and then marches on to a happy and logical ending.

From the moment the film begins to unwind on the screen, Pola's vivid personality dominates the picture. She is by turns, tender and wistful, vital and cyclonic. Her zeal, her earnestness and sincerity make you forget that she is merely playing a part.

The supporting cast is thoroughly up to the fine work of the star. Noah Beery is one of the most effective villains in captivity, and such a good actor that we mix our hissing for his screen villainy with our admiration for his work. Ben Lyon proves once more that he is one of the best juveniles in the world of lights and shadows; and Raymond Griffith gives a tremendously impressive performance.

The entire production reflects great credit upon Dimitri Buchowetzki.

## (Review No. 3)

An hour and a half of worth-while entertainment is wrapped up in Pola Negri's latest Paramount picture, "Lily of the Dust," which had its premiere last night at the ..... Theatre. The colorful atmosphere, the lavish backgrounds and settings, the capable direction and the superb acting of Miss Negri, ably supported by a powerful cast, combine to make this photoplay one of the outstanding hits of the season.

There is no doubt in our mind but that Dimitri Buchowetzki who produced the screen play is the ideal director for Pola.

Understanding her temperament and the result is that under his sympathetic eye, Miss Negri rises to heights of acting seldom equalled on the screen. The other acting honors fall to the lot of Noah Beery, Ben Lyon and Raymond Griffith.

Paul Bern is responsible for the adaptation which was taken from a story by Hermann Sudermann and a play by Edward Sheldon. It deals with the trials and tribulations of a poor but pretty girl who, after many hectic love adventures, finds peace and happiness.

## A Short One

When Dimitri Buchowetzki and Paramount get their heads together, something's stirring. And then when the announcement comes out that they've made a picture, starring Pola Negri, at that, there's but one thing left to do—hop right over to wherever the production happens to be playing and take it in.

That's what we did last night in the case of "Lily of the Dust"—and we're mighty glad we did, too. If there's a Negri fan in ..... who doesn't see "Lily of the Dust," then we say that he or she, as the case may be, (get the poetry) hasn't seen the real Pola—the Pola they used to know in her European productions—and this one made entirely in the United States!

leading men; Noah Beery, who needs no word of introduction to picture patrons, and Raymond Griffith appearing in leading roles in support of the star. Others include William J. Kelly and Jeanette Daudet.

Here's the finest thing Pola Negri's done since she came to America, and that's saying something when you glance back over "Shadows of Paris," "Men" and all the rest.

## Noah Beery in Dressed-Up Role in New Picture

Film fans have become so accustomed to seeing Noah Beery, Paramount character actor, in so many "heavy" roles which did not require him to dress in the latest Bond Street style, that it is altogether possible that in a dressed-up part he would pass by altogether unnoticed.

In "Lily of the Dust," Pola Negri's latest production for Paramount, directed by Dimitri Buchowetzki, Beery, appearing with Ben Lyon and Raymond Griffith in a prominent role in support of the star, Beery has his first so-called dressed-up part, appearing in all the braid and glitter of a Colonel of a garrison in a little town where Pola, as Lily, works in the library.

In "The Call of the Canyon," "To the Last Man," "Wanderer of the Wasteland," etc., you saw Noah Beery, in the first two as a hated villain, in the last a kindly old desert rat who befriends Jack Holt, a fugitive from justice. In "Lily of the Dust" he plays Colonel Mertzbach, who takes a fancy to Pola and proposes to her, much to the chagrin of his minor officers, all attracted toward this beautiful young girl.

It's a great part, this, and, needless to say, Beery conducts himself right nobly in it.

"Lily of the Dust," with a fine cast playing in support of the star and principal players, opens a run of ..... days on ..... next.

## Dueling Scenes in Picture Bring Memories to Director

Dueling scenes shown in Pola Negri's latest starring picture for Paramount, "Lily of the Dust," were directed by Dimitri Buchowetzki from memories of an incident in his own youth. At the age of ten, while engaged upon an early morning hunt for birds' eggs, he accidentally discovered a group of gentlemen in a little glade engaged in "an affair of honor." Concealed behind a tree, he watched the whole incident until one of the participants was wounded. Then he beat it for all he was worth.

"Lily of the Dust," with Ben Lyon, Noah Beery and Raymond Griffith playing in support of the star, comes to the ..... Theatre next. .... to remain for ..... days. The story is an adaptation of the popular novel and play, "The Song of Songs." Paul Bern wrote the scenario.

## We Should Know

How many of you have seen a bottle of champagne which, for twenty years, had reposed in a cellar?

That was a question which demanded the attention of the property man on a set in the Paramount studio where Dimitri Buchowetzki produced Pola Negri's latest starring picture, "Lily of the Dust," due next. .... at the ..... Theatre.

It's been so long since most of us have seen a champagne bottle that we couldn't even make a good guess at it.

The task of transforming a newly corked ginger-ale bottle into a twenty year old bottle of wine with the aid of labels and cobwebs was only one of many difficulties which confronted the property man attached to the "Lily of the Dust" company.

Heading the cast chosen to support Pola Negri are Ben Lyon, Noah Beery, Raymond Griffith, William J. Kelly, and Jeanette Daudet.

Last Times Today

The final showings of the Paramount picture, "Lily of the Dust," which opened at the ..... Theatre on ..... will be held there this afternoon and evening. Pola Negri is the star of the production, directed by Dimitri Buchowetzki. Ben Lyon, Noah Beery and Raymond Griffith appear in the strong supporting cast.





# Pola Negri in "Lily of the Dust"

## PARAMOUNT PAPER THAT

"If It's Worth Running, It's Worth Talking About"

### It's Colorful INSERT CARDS

Insert cards are the hands of the poster family—find a dozen different ones they're



SET OF EIGHT COLORED LOBBY CARDS

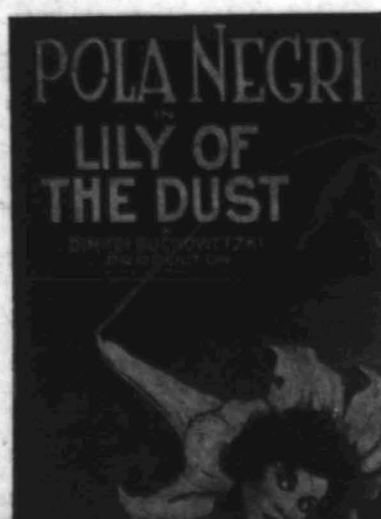
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All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

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For Outdoor Advertising		MATS, ADVERTISING, PRODUCTION, ETC.	
POSTERS (as illustrated on this page)		One Column .....	.05
One Sheet (1A and 1B) .....	.15	Two Column .....	.10
Three Sheet (3A and 3B) .....	.45	Supplementary (Two Column) (Adv. Only) ..	.10
Six Sheet (6A) .....	.75	Three Column .....	.15
Twenty-four Sheet (24A) .....	2.40	Four Column (Adv. only) .....	.25
PHOTOS FOR YOUR LOBBY		FOR GENERAL EXPLOITATION	
22 x 28 (Colored) .....	.40	GILT-EDGED FRAMES, (Size 17 x 43 in.) ..	1.50
11 x 14 Set of Eight (Colored) .....	.80	Insert Cards (14 x 36 in. to fit above) .....	.25
STAR CUTS OF POLA NEGRI		22 x 28 Gilt Frames .....	1.50
One Column (two styles) .....	.25	Heralds, per thousand .....	3.00
Two Column .....	.40	Window Card .....	.07
Three Column .....	.90	Announcement Slide .....	.15
Circle Thumbnail (Coarse or Fine) .....	.15	Publicity Photos, Each .....	.10
For Newspaper Ads		Trailers—National Screen Service	
ADVERTISING CUTS		126 W. 46th St., New York City	
One Column .....	.35	845 So. Wabash Ave., Chicago, Ill.	
Two Column .....	.65	917 So. Olive Street, Los Angeles, Cal.	
Supplementary (Two Column) .....	.35	284 Turk St., San Francisco.	

Press Books and Music Cues are gratis.



Ask your local Ad Sales Manager about the new special proposition on 22 x 28 lobby cards and frames!



# ri in "Lily of the Dust" R THAT PACKS THE PUNCH

Running, it's Worth Advertising"



## It's Colored SERT CARD

sert cards are the handy men  
the poster family—you'll  
ad a dozen different uses  
they're cheap!



CLASSY LOBBY DISPLAY—EACH 11" x 14"

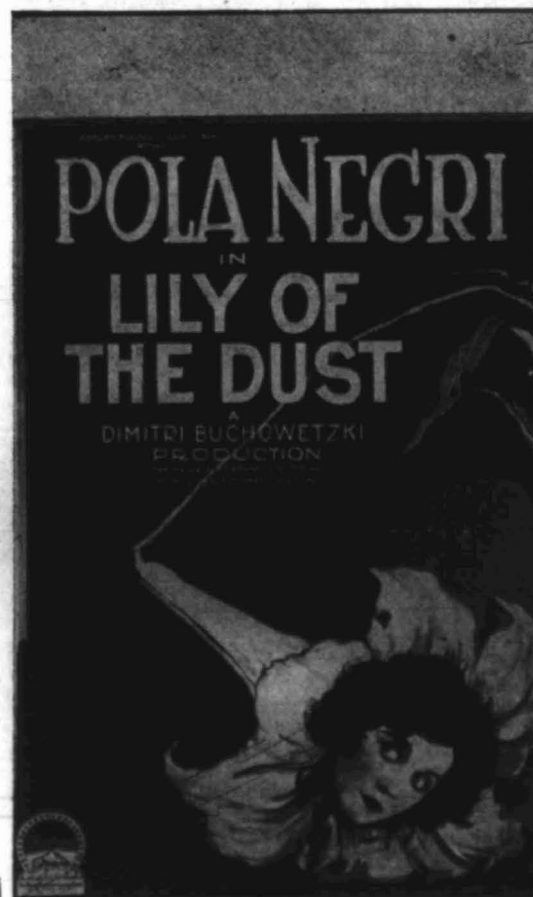
## WINDOW CARD

On the right is a reproduction of the window card on "Lily of the Dust."

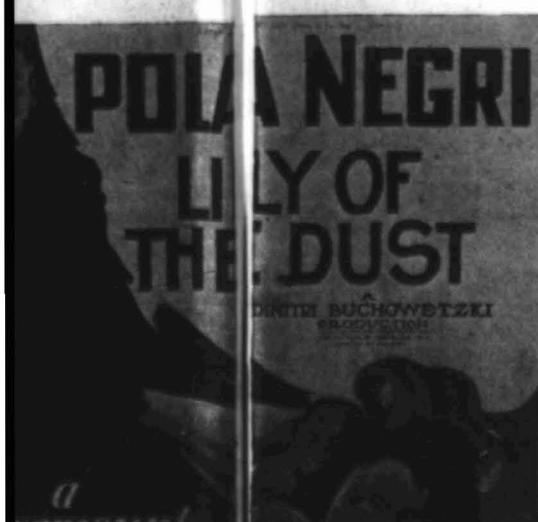
The original is a beauty—strikingly colored and a positive eye-catcher.

At 7c apiece—less in large quantities—you'll surely want a lot of them to distribute in your local stores.

Your exchange has samples.



Put the picture over the top by putting posters over the town. Here are real business-getters!





LILY OF THE DUST.

A Paramount Picture

LILY OF THE DUST.

A Paramount Picture

## SET OF EIGHT COLORED LOBBY CARDS

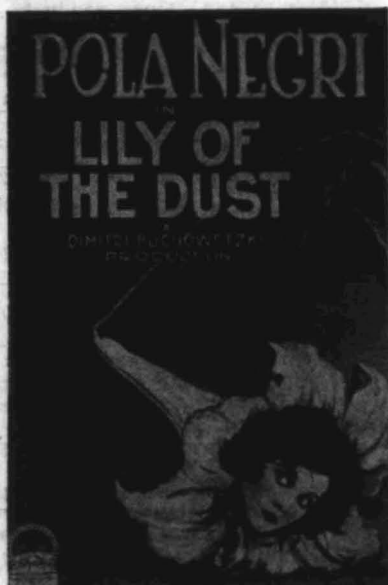
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Six Sheet (6A)	.75	Supplementary (Two Column) (Adv. Only)	.10
Twenty-four Sheet (24A)	2.40	Three Column	.15
		Four Column (Adv. only)	.25
PHOTOS FOR YOUR LOBBY		FOR GENERAL EXPLOITATION	
22 x 28 (Colored)	.40	GILT-EDGED FRAMES, (Size 17 x 43 in.)	1.50
11 x 14 Set of Eight (Colored)	.60	Insert Cards (14 x 36 in. to fit above)	.25
STAR CUTS OF POLA NEGRI		22 x 28 Gilt Frames	1.50
One Column (two styles)	.25	Heralds, per thousand	3.00
Two Column	.40	Window Card	.07
Three Column	.60	Announcement Slide	.15
Circle Thumbnail (Coarse or Fine)	.15	Publicity Photos, Each	.10
For Newspaper Ads		Trailers—National Screen Service	
ADVERTISING CUTS		126 W. 46th St., New York City	
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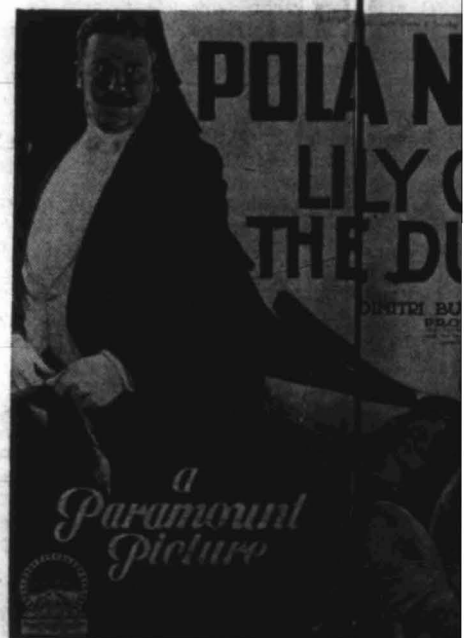
Press Books and Music Cues are gratis.



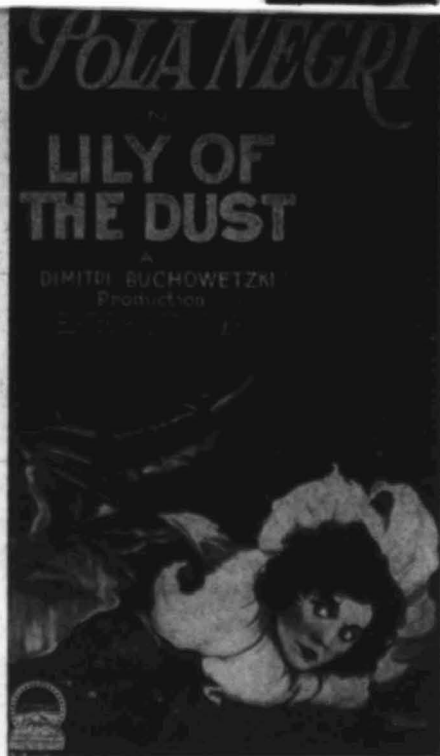
One-Sheet Poster 1A



Colored Lobby Card (22" x 28")



Six-Sheet Poster 6A



Three Sheet Poster—3A



Twenty-Four Sheet Poster

Ask your local Ad Sales Manager about the new special proposition on 22 x 28 lobby cards and frames!



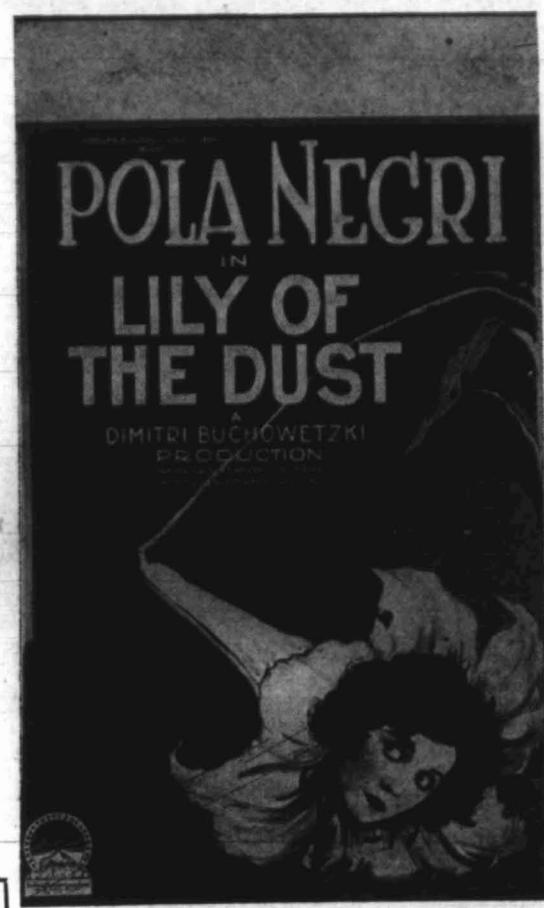
## WINDOW CARD

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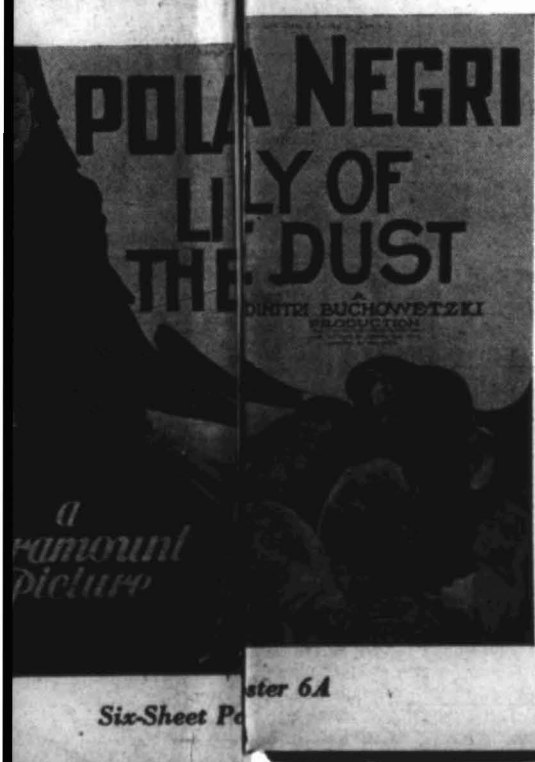
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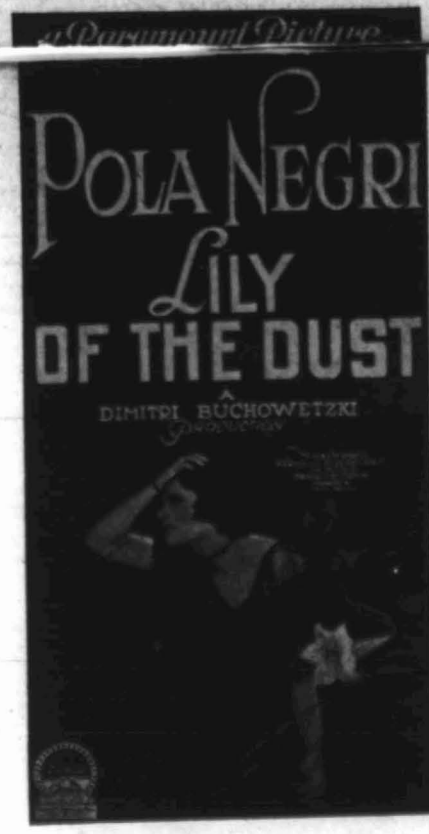


Six-Sheet Po

ster 6A

Announcement Slide

One-Sheet Poster 1B



Twenty-Four She

et Poster 24A

Three Sheet Poster—3B



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